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BUILDING A FUTURE TOGETHER

the newsletter of the american massage therapy association

handson®
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JUL • AUG 08

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Hands On (ISSN 1073-9343), Vol. XIX, No. 4. *Hands On* is a bimonthly periodical of the American Massage Therapy Association (AMTA), 500 Davis St., Suite 900, Evanston, Illinois 60201-4695, 847-864-0123, or (toll free) 877-905-2700, fax 847-864-1279. Annual AMTA membership dues include $12 for a one-year subscription. Mails at Periodicals Postage Paid at Evanston, Illinois, and at additional mailing offices. Postmaster: Send address changes to *Hands On*, c/o AMTA, 500 Davis St., Suite 900, Evanston, Illinois 60201-4695. The American Massage Therapy Association reserves the right to edit material where appropriate; accept or reject material; reject copyrighted material unless consent of the copyright holder is obtained in writing; and assumes no responsibility for errors, omissions, corrections, or modifications in publications. Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or the staff of *Hands On*. AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and 27 other countries. Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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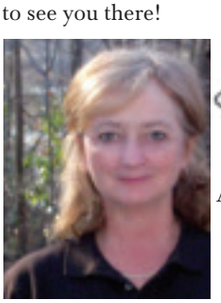
PRESIDENT'S LETTER

AMTA participates in several arenas that strengthen the profession and improve our ability to provide services that benefit our members. In addition, National Office staff continues to look at future trends within the industry so that we can better align ourselves to meet the changing needs of our members. This spring was filled with wonderful travel and networking opportunities for me and several of our volunteers through attendance at various meetings. Our attendance and participation in these meetings help us further our mission, and our interactions at these events highlight how AMTA continues to connect with the many faces of our profession. The meetings mentioned below are just a few examples of our efforts to participate and lead the way in our massage therapy community.

- Within our association, we are providing increased outreach and communications. Recently, this includes national volunteers attending several chapter meetings to network and provide support to strengthen the volunteer and member experience at the grassroots level.
- Our AMTA Board of Directors retreat and meeting included the yearly face-to-face meeting of the Planning Committee. A portion of the retreat was spent with chapter leaders, board members, planning committee members, and staff, all focused on enhancing the unity of the many parts that make up our association. Having several internal stakeholders present adds to the depth and breadth of our planning process.
- The Massage Therapy Foundation identified visions and goals at their meeting that will lead to continuing growth and impact on the massage therapy profession. For more information about the foundation or to make a donation to support their work, visit www.massagetherapyfoundation.org.
- We continue our involvement with The Federation of Therapeutic Massage, Bodywork, and Somatic Practice Organizations (www.federationmbs.org). The federation was formed in 1991 to provide an opportunity for numerous nonprofit associations to communicate and support each other. The relationships that AMTA has with these other organizations have been beneficial for recognizing our similarities and differences, especially within legislative efforts for massage therapy.
- Plans are in place for a meeting of industry leaders to discuss the body of knowledge for massage therapy. I'm excited about the direction in which this is headed as substantive discussions are ready to begin with a wide range of participants representing the profession. Coming together as a community dedicated to massage therapy is the start toward working together to better define the standards of our profession.

It continues to be my honor and privilege to represent AMTA and to participate in many of the meetings and discussions described here. Our next group event is AMTA's National Convention in September in Phoenix. I look forward to the opportunity to interact with our members, chapter volunteers, national volunteers, staff and representatives of other organizations, and to further our discussions in the areas that matter most to each of them. Connecting with the many faces of our profession benefits us all. I hope to see you there!



Blessings,

M.K. Brennan
AMTA President

MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy.

FINGERPRINTS

Skin Scans Can Save

By JoAnn Milivojevic

Daniel Burnham, famed Chicago architect and city planner, said: "Make no little plans, they have no magic to stir men's blood." It's an apt quote to describe the collaboration between Annie Powell (FL) and Scott Raymond (CT). About five years ago, Powell was a student of Raymond's at the Connecticut Center of Massage Therapy (CCMT). One day, while Raymond was giving her a massage, he noticed a suspicious mole on her back. He suggested she see a dermatologist, and that mole turned out to be a malignant melanoma. It was caught and removed just in time.

That incident sparked the development of a nonprofit corporation that Powell and Raymond call The World Skin Project. Their plan has many parts, including educating aestheticians and getting involved with medical spas on an international level. But their primary and immediate focus is on educating massage therapists on how to spot skin cancer. They're currently developing a four- to five-hour continuing education course.

"We'll cover anatomy and physiology," explains Raymond, "and we'll cover what a good mole looks like and what a bad mole looks like. People will also partner up and scan each other to get used to looking."

The Need for a Skin Scan

The American Academy of Dermatology estimates that one in five Americans will develop skin cancer in their lifetime. But early detections save lives. The five-year survival rate for people whose melanoma is detected and treated before it spreads to the lymph nodes is 99 percent. Massage therapists can clearly play a pivotal role in early detection.

"Most people aren't going to look at their skin on their back," says Raymond. "Massage therapists can see the entire body, especially where the sun hits, such as the back of the neck, shoulders, torso, arms and legs."

The need for a more in-depth course on skin cancer was validated by a recent survey conducted at the CCMT. CCMT queried 75 instructors, and about half of respondents reported that they had found a suspicious spot or mole on a client's skin and recommended it be checked out. About half of those clients' moles tested positive for cancer. Instructors surveyed also overwhelmingly stated that they'd like a deeper understanding of skin cancer.

Raymond is currently awaiting his continuing education provider approval from the National Certification Board for Therapeutic Massage & Bodywork, while Powell is establishing relationships with the American Academy of Dermatology. Once Raymond is approved, they'll work on getting the word out to massage therapists about the course. In the meantime, you can check out their progress at **www.worldskinproject.org.**

To learn more about Powell's story and the role you can play in spotting skin cancer, check out "The First Line of Defense," by Clare La Plante, in mtj Spring 2008, pages 90–102.

NEW WEBSITE OPTIONS

Because of comments from some members and chapters, AMTA has made some important changes to the AMTA website and listings on *AMTA's Find a Massage Therapist®* national locator service.

You can change your password for the AMTA website!

In recent months, some of you have asked about improving security in the Members Section of the AMTA website. We've now made changes that allow you to choose your own password to access your personal AMTA webpage. To change your password, go to **www.amtamassage.org** and log in with your member ID and default password (your last name). Once you're logged in, just click on the link to change your password.

If you can't log in to the website because you don't know your member ID number or password, just go to **www.amtamassage.org/forgotpassword.aspx** and your member ID and password will be e-mailed to you. Or, call toll-free to 877-905-2700 and an AMTA representative will assist you.

You now have more choices for your locator listing!

Many members provide a variety of modalities, techniques and approaches in their practices. Some of you have practices with very narrow areas of specialty. To help you market your practice better, AMTA has expanded the specialties now shown on *AMTA's Find a Massage Therapist®* national locator service. All Professional Active members can update or create their listings online at **www.findamassagetherapist.org**.

The National Office will review these specialties often to stay in touch with member and consumer needs.

If you have a comment on the website or any other services, send it to **info@amtamassage.org.** Your suggestion can make a difference!

Where Do You Work?

By JoAnn Milivojevic

In this new column we look at the unique and varied jobs AMTA members hold. For this issue we spoke with Pierre DeBar of Chicago, Illinois. DeBar (IL) became a licensed massage therapist in 2001. Since then he has lectured, developed seminars and worked as an instructor at the Chicago School of Massage Therapy, where he studied. Last year he found an intriguing way to be in private practice and get a steady stream of referrals.

WHERE DO YOU WORK?

I have a private practice inside a physical therapy office called Accelerated Rehabilitation Physical Therapy. They have a number of clinics throughout the Chicago area. I rent space from them and do all my own scheduling and fee collection.

The director of the clinic was one of my clients and a triathlete. She said they could use my services to complement their physical therapy practice, and we worked out a mutually beneficial business arrangement.

WHAT'S THE BENEFIT OF WORKING THERE?

The benefit of working within this practice is that they don't have any massage therapists on staff at any of their locations. Right now, 10 physical therapists are referring clients to me. My business is booming.

WHAT DO YOU LIKE ABOUT THIS SETTING?

There is a constant flow of new clients and nice camaraderie. I'm a social creature. I like the idea of having coworkers. We work together as a team to get clients back to a healthy and progressive state. We collaborate on technique, testing and different assessment skills.

I also knew I would see pretty complicated cases and I felt that was going to take my work to the next level. I was going to have to be more clinically specific and more sensitive to pain. I was also going to have to be more intuitive with my touch skills.

WHO ARE YOUR CLIENTS?

Fifty percent are high-level athletes, triathletes and runners. They're coming in to knock out troubles and stay active. The other 50 percent are there for physical therapy, where I'm dealing with three types of clients–those with shoulder injuries, hip and low back problems, and ankle and foot issues.

WHAT SKILLS ARE PARTICULARLY HELPFUL IN THIS ENVIRONMENT?

You need good clinical reasoning skills. Also, treat every client with respect and know that healing doesn't happen in a formula. There isn't one technique. For example, if you get a neuromuscular training certificate and try to apply those techniques to every person that walks in the door, it's just not going to work. Be open to each person having a unique way of healing.

WHAT WOULD YOU RECOMMEND TO OTHER MASSAGE THERAPISTS WHO WANT TO DO THIS WORK?

My advice would be to network with physical therapists, and try to get your hands on them so they can actually feel your work. You have to get them on the table; otherwise there's not really a lot of incentive to bring you in. When you give them a demo session, show them your anatomy skills and kinesiology-specific touch.

There are plenty of physical therapy practices that don't have massage therapists onsite or for referrals. Physical therapists have limited time and clients may need additional soft tissue work to fully release stuck areas. That's where you can fit in.

For more information **>> www.acceleratedrehab.com.**

Pierre DeBar (IL) works on a triathlete who is also director of a physical therapy clinic. He recommends offering a sample massage to show your skill to those you may want to work with in related health professions.

WE WANT TO HEAR FROM YOU!

Where do you work and what do you find especially interesting and meaningful in what you do? Write to us at **handson@amtamassage.org.** Please include "Where Do I Work" in the subject line of your e-mail.

ENGAGE IN YOUR PROFESSION WITH AMTA.

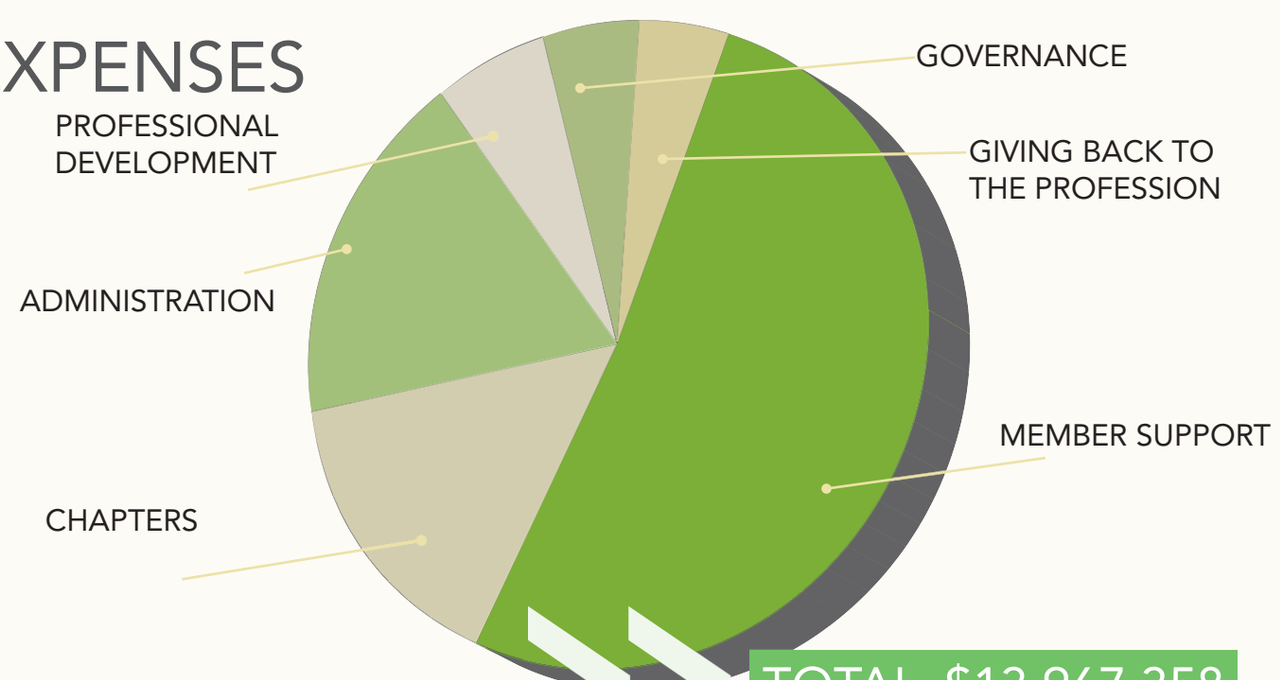
AMTA ANNUAL REPORT **FISCAL YEAR 07/08**

AMTA FY07/08
REVENUE

$11,633,897	$1,035,781	$801,998	$185,851		($84,880)
MEMBERSHIP DUES	NON-DUES REVENUE	PROFESSIONAL DEVELOPMENT	MISCELLANEOUS	INVESTMENT INCOME	

TOTAL $13,572,647

EXPENSES



TOTAL $13,967,358

DETAIL OF EXPENSES

MEMBER SUPPORT $7,224,686

Whether you're calling to find out more about one of AMTA's many products and programs, or just changing your address, we are committed to providing the highest quality service. This is AMTA's top concern and our goal is to keep getting better at it.

Member Support includes National Office staff to answer your questions, and the costs for member liability insurance and new member benefits, such as the optional home and auto insurance introduced in FY07/08. It's also AMTA's *Find a Massage Therapist*® national locator service, which helps massage consumers find AMTA Professional members throughout the country.

You can find support for your practice with discounts on your favorite massage supplies every day in AMTA's online Shopping Mall. Check in often, because the selection is always expanding.

Anytime you want, you can check out what's happening in the massage profession, or what consumers are saying about massage, on AMTA's website. Read AMTA's award-winning magazine mtj® (*Massage Therapy Journal*®) for new techniques, stay tuned in with our timely and informative newsletters *Hands On*® and *massage student e-source*℠, or help educate your clients about massage with our consumer newsletter, *e-touch*. And, reap the benefit of AMTA's pursuit of media coverage of massage therapy and the association. In the last year alone, AMTA information on massage reached more than 106 million consumers through print, broadcast and the Internet.

Member Support also includes creation and distribution of membership materials, maintenance and improvement of optional member benefits, and promotion of the value of AMTA as your membership association. Finally, it funds AMTA's work to promote future portability of practice through our government relations program.

CHAPTERS $2,152,945

Chapters are the local experience of AMTA, and make AMTA come alive at a grassroots level.

A portion of your member dues goes directly to your chapter to support newsletters, continuing education, face-to-face networking opportunities and other services for members.

Chapter activities are supported and enhanced by AMTA's awards program, which recognizes outstanding achievement and leadership, our newsletter *Chapter Officers' Bulletin*, that keeps your chapter officers in the know, and volunteer training such as the annual Chapter Volunteer Orientation Program (CVOP). New at CVOP in 2007 was special training for chapter volunteers who want to recruit student members, the result of which is helping create a new recruitment guide for all chapters to use.

ADMINISTRATION $2,418,610

The National Office staff serves members and carries out the direction of the AMTA Board of Directors. It also researches and develops new services, such as a new member database at the National Office. When this database is installed in 2009, it will help your association provide better customer service. It will also help us learn more about what you need to be a successful massage therapist so we can provide more of the career-related information and services that meet those needs.

PROFESSIONAL DEVELOPMENT $851,736

You can enhance your professional development with AMTA's growing selection of continuing education resources, including classes at AMTA National Convention and in our online Continuing Education Center. And you can get helpful advice and research tips through our Massage Information Center, either online or by talking with one of our staff subject matter experts.

We also support the development of professional standards through the activities of the AMTA Council of Schools. In FY07/08 we added to the School member benefits, which include the *Council Communicator* newsletter, introducing a new annual Massage Industry Research Report and the *Massage in the News* newsfeed, to help schools stay current on industry trends.

Finally, AMTA is helping guide the future of the profession through our participation in articulating the body of knowledge for massage therapy, in collaboration with many others in the industry.

GOVERNANCE $677,905

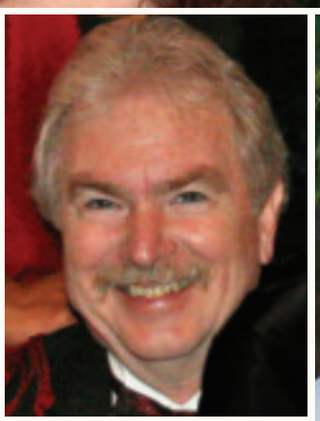
Your national Board of Directors, elected by and from the members, engages in activities, meetings and planning that set the direction of your association. Their work is supported by national volunteer member workgroups and committees, and improved by national volunteer development and leadership training.

Also in this category are the activities of the House of Delegates, which include developing and approving position statements on behalf of AMTA.

GIVING BACK $641,476

AMTA is committed to the growth of your profession. Your member dues help support various organizations that advance the profession, including the Massage Therapy Foundation, the Commission on Massage Therapy Accreditation, the Academic Consortium for Complementary and Alternative Health Care and the Integrative Healthcare Policy Consortium.

MEMBERS IN ACTION



These members and many more have enjoyed great new contacts and a boost in business from their listings in *AMTA's Find a Massage Therapist*® national locator service. **>>www.findamassagetherapist.org**

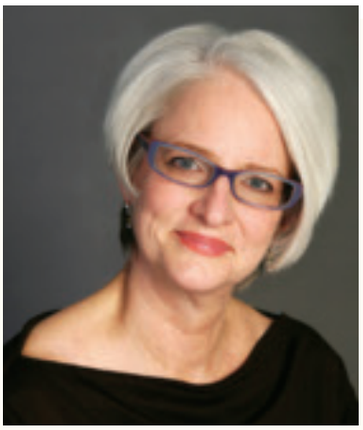
Aided in part by information he received from the Massage Information Center, Stephen Naylor (IL) developed a business plan that convinced his local hospital to institute its first-ever massage program. His program, called MindBody, is flourishing. **>>www.amtamassage.org/infocenter**

Massage Therapy Foundation President Diana L. Thompson (WA) accepts a ceremonial check from AMTA President Leena S. Guptha (PA) at the 2007 National Convention. AMTA donated more than $400,000 to the foundation in FY07/08, which aided the foundation in its many accomplishments: development of the *International Journal of Therapeutic Massage & Bodywork*, co-sponsorship of the First International Fascia Congress, launch of the Practitioner Case Report Contest and a 20 percent increase in community service grants.
>>www.massagetherapyfoundation.org

At AMTA 2007 National Convention, AMTA-New Hampshire Chapter board members brainstormed on a new program to increase student membership in their state. After returning home, they collaborated with the national Chapter Relations Committee and National Office staff to develop a $50 discount coupon for AMTA Student membership.

Pictured here are chapter volunteers with four Seacoast Career School students who decided to take advantage of the new membership coupon.

Your 07/08 Board of Directors guided the association through the year, directing the organization to improve the member experience and build professional competency.



Q&A

with Elizabeth M. Lucas, CAE, AMTA Executive Director

Q. Why do people join AMTA? What makes it so unique?

A. People join AMTA because they want a different experience in their careers. If you're a massage therapist, you want a professional association that offers levels of involvement that suit your interest and time. You want involvement through a voice, a vote, and opportunities to network and to mentor on local, state and national levels. If you just want to practice and have insurance coverage, you have lots of options. With AMTA you are choosing the professional association that leads the way in advocacy and stewardship, seeking out your input to advance the profession.

AMTA is unique. We're a nonprofit professional association where members work on the profession's behalf to make a difference in massage therapy.

Q. What does AMTA provide to someone who becomes a member?

A. I'm proud of how much AMTA does to make sure the experience of members in this association is a positive, valuable connection. AMTA has dedicated itself to ensuring a personal experience in membership.

We foster association, bringing members together through chapter meetings, national events, listening circles and World Café conversations such as the ones we hosted at the 2007 National Convention and the March 2008 Board of Directors Meeting.

We offer products and services that give members tools they need, with convenient online delivery methods to support AMTA professionals, students and schools. We've added to our online education offerings, available at any time, at an affordable price. We continue to expand the number of vendors and products in our shopping mall, many with discounts for AMTA members so they receive more value pricing and convenience.

We give back and invest in the profession through annual support of the Massage Therapy Foundation, to advance research and support evidence-informed practice of massage, and of the Commission on Massage Therapy Accreditation, to make further inroads in programmatic accreditation as the choice for accredited massage education.

We're also building relations with other organizations with an interest in massage therapy, to improve the potential for our members to make a living from massage and be treated as professionals. Our work continues with the International SPA Association (ISPA) to educate spa owners and directors about massage therapists. We maintain our relationships with the Federation of Massage Therapy, Bodywork and Somatic Practices; with the Health Care Professional Advisory Committee of the American Medical Association's Current Procedural Terminology Panel, to aid federal efforts to integrate massage into health care; and with the Academic Consortium for Complementary and Alternative Health Care, to help further the incorporation of diverse health professionals and disciplines into integrative medicine.

I believe that being an AMTA member means you believe in giving back to the profession, with your time, your talents, or your treasure. Our members have a passion for compassion that they show through contributing to their profession and volunteering for community service.

Q. How is AMTA addressing current marketplace realities?

A. We pay attention to industry research, by others and by AMTA, to stay abreast of market developments and employment opportunities. We bring you the latest trends, opportunities and solutions so you can remain relevant and successful in your practice. For example, on our website right now you can retrieve AMTA's 2008 Massage Therapy Industry Fact Sheet, which combines information from a wealth of different sources into one easy-to-use snapshot of the current state of the industry.

We are always working to raise the image of the profession, increase positive public opinion and build demand for massage and its integration in health facilities, thereby creating a rise in employment opportunities. We also support profession-generated regulation and licensure in every state to help ensure a reliable standard of care for consumers and to work toward portability of massage practice between states.

Q. How can AMTA shape the future success of the profession?

A. We're shaping the future of the profession by maintaining professional standards and guidelines, which are embedded in our criteria to continue being a member. By requiring members to maintain continuing education contact hours or professional certification, we're asking them to keep their professional skills up-to-date with current requirements in massage therapy.

We're also addressing professional challenges through our efforts to help articulate the profession's body of knowledge. Through our collaboration with other stakeholders, we will grow, cultivate, promote and protect the number one asset of the profession—its body of knowledge.

Finally, our support of the Council of Schools will help improve the effective delivery of massage education, through the support of school owners, administrators and teachers.

Success in Association

From 1974 to 2005, the number of individuals belonging to an association has gone from 13 percent to 33 percent, according to Arthur C. Brooks, PhD, of the William E. Smith Institute for Association Research. His research found that association members earn more, like their jobs better and are even happier people.

The research results indicate that it's most likely that being successful is what leads a person to join an association. For example, 72 percent of association members rated themselves "very satisfied" with their jobs, but only 49 percent of nonmembers gave this response. And 45 percent of association members said they were "very happy," versus 36 percent of nonmembers.

People who are happier and more successful are the most engaged in their professions, and associations allow them to express this level of engagement. Association members most often join associations for the following reasons:

• Opportunities to serve Charitable nonprofits increasingly find that donors want to know how they are helping others with their gifts. Motivated members may want opportunities for service, both to their associations and to related charities.

• Continuing education Successful professionals need continuing education and other self-improvement services to stay at the cutting edge of their jobs.

• Community Members of certain industries or professions seek the community that associations can provide, particularly in jobs that require frequent moves at the beginning of a career.

• Career advantages Members need explicit career-enhancing benefits from associations. For example, associations might act as conduits between senior executives and ambitious younger members.

• Accountability Entrepreneurial members are sensitive to accountability and measurable results in their lives and careers, and will also expect evidence that associations are accountable to members and the industries or professions they represent.

Association members are looking for actual benefits they can use to support their careers and personal lives. Associations provide important resources, such as educational opportunities, that help members continue to advance in their professions and stay up-to-date on industry trends. They also provide a meeting place for other motivated members to gather and share ideas and best practices.

SOURCE: *Where the Winners Meet: Why Happier, More Successful People Gravitate Toward Associations*, 2008.
>> www.smithbucklin.com/smithinstitute

AMTA AT A GLANCE

MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy • **FOUNDED:** 1943 • **MEMBERS:** More than 57,000 • **CHAPTERS:** 51 in all 50 states and the District of Columbia • **GOVERNED BY:** A national board of directors elected from the membership.

ADVOCATES FAIR AND CONSISTENT LICENSING
AMTA 's centralized government relations program actively promotes licensure in every state and the portability of practice across state lines. Today, 39 states and Washington, D.C., regulate massage therapy.

PROVIDES INFORMATION THROUGH MEMBER PUBLICATIONS
Hands On®, *Council Communicator*, *Chapter Officers' Bulletin* and *massage student e-source*℠ keep members in touch with the latest AMTA news. Award-winning **mtj**® (*Massage Therapy Journal*®) helps members grow professionally and personally, and features in-depth continuing education (CE) course articles.

PROMOTES MEMBERS AND MASSAGE TO THE PUBLIC
AMTA advances the profession and promotes its members to consumers and employers through public relations, advertising and public awareness campaigns like *National Massage Therapy Awareness Week*®. Members can use an AMTA logo to promote their businesses and show they're committed to professionalism.

OFFERS VALUABLE ONLINE RESOURCES
The Massage Information Center **(www.amtamassage.org/infocenter)** has resources on methods, techniques, references and research. The AMTA website also offers online CE courses, job and resume posting, classified ads, expanded **mtj** articles, a *Hands On* archive and information for consumers.

GETS MEMBERS INVOLVED
AMTA is led by a volunteer board of directors elected from its members. Through its 51 chapters, AMTA offers members a local connection for legislative efforts, networking events, regional conferences, CE and volunteer opportunities. And, each year AMTA's National Convention helps members network with their colleagues, while earning CE contact hours.

REINVESTS IN ITS MEMBERS AND THE PROFESSION
AMTA reinvests membership dues into benefits for its members, unlike a for-profit association which generates a profit for its owners. AMTA also helps advance the profession by supporting other nonprofits such as the Massage Therapy Foundation, giving more than $400,000 each year in direct financial support.

don't miss an issue Have you moved recently, or changed your e-mail address? Let us know by logging in and filling out the simple online form at **www.amtamassage.org/member/addrchange.html**. Or, call Member Services toll-free at 877-905-2700. It's just that easy to keep in touch!

a touch of inspiration

featuring

Keynote Speaker Judith Aston, a pioneer in the field of movement education and bodywork

Add some inspiration to your career by attending the largest national convention and trade show for massage therapists!

- Earn up to 19 continuing education hours in a variety of education tracks
- Earn 16 additional hours at the Pre-Convention Workshop taught by James Waslaski
- Enjoy 85% more time shopping for your practice — 25 total exhibit hours, 14 hours free of competing activities

Register by August 1 to get the benefit of your early member registration rate — an $89 savings! Visit www.amtamassage.org to register, or call toll-free 1-877-905-2700, ext. 143, for more information.

AMTA 2008 National Convention

Phoenix, Arizona | September 17-20

BE **INSPIRED**

One of the secrets of life is to keep our intellectual curiosity acute.
~William Lyon Phelps

If you're looking for motivating leaders from around the country, an expansive display of massage products and services and friendly people seeking knowledge, you'll find them at the AMTA 2008 National Convention, September 17–20, in Phoenix, Arizona.

This year's theme is inspiration—remembering why you became a massage therapist and discovering new ways to excel in your career while balancing your personal life.

Our keynote speaker is Judith Aston, a 40-year AMTA member and creator of Aston-Patterning®. Aston's mission of integrating the body, mind, spirit and environment truly reflects the goal of this year's convention.

WHAT CAN YOU GET OUT OF ATTENDING CONVENTION?

- Continuing Education—earn up to 19 credit hours in just one weekend!
- Social and Professional Connections—meet new members, reconnect with peers or just have a good time!
- Tools for Success—check out the newest trends and the latest products and services at our expansive Exhibits Marketplace.

BE INSPIRED. BE RENEWED. BE THERE!

Register by August 1 to save $89 on the fee. The convention hotel, the Hyatt Regency Hotel, is already sold out, so book your room soon at the overflow hotel, the Wyndham Phoenix. Mention AMTA when making reservations to get a special reduced rate.

For registration or more information, go to the AMTA homepage at www.amtamassage.org, or call toll-free 877-905-2700, ext. 143.

New Law in Colorado

On June 2, 2008, Colorado became the 39th state to regulate the practice of massage therapy when Governor Ritter signed Senate Bill 08-219 into law. The new law took effect July 1, 2008, and will require registration beginning April 1, 2009.

The success of the bill is due in part to the Colorado Coalition of Massage Therapists, a group formed to achieve fair and inclusive regulation that protects massage consumers and qualified practitioners. Its members included representatives from the AMTA-Colorado Chapter, Associated Bodywork & Massage Professionals and other industry groups. The inclusiveness and collaboration of this group was vital in presenting a unified voice to state government officials.

The new law will allow only a person registered by the state as a massage therapist to use the titles "massage therapist," "masseuse," "masseur" or any other generally accepted terms, letters or figures to indicate he or she is a massage therapist. It will also provide other important safeguards for consumers and practitioners of massage.

NATIONAL *Massage Therapy* AWARENESS WEEK®

NMTAW 2008– Make It Your Own

Mark your calendar now for National Massage Therapy Awareness Week® (NMTAW), October 19–25, 2008. In addition to celebrating massage, NMTAW gives you the opportunity to promote what's important to you. Join in and use this week to achieve your massage goals!

Do you want to:
- Attract more clients?
- Network with other AMTA massage therapists in your area?
- Reach out to your community?
- Educate your coworkers about massage?
- Share your experience and knowledge with students?
- Help efforts in your state to regulate massage therapy?

Use NMTAW to reach out to your clients, community, chapter, state legislature and the general public! Visit the NMTAW section of the AMTA website for tips on how to make the most of this important week. **>>www.amtamassage.org/member/nmtaw.html**

And don't forget to look for your free NMTAW poster in the Fall 2008 issue of mtj® (*Massage Therapy Journal*®). You'll be able to purchase additional posters on the AMTA website soon. For more information, visit the address above or contact Karla Karapetian at kkarapetian@amtamassage.org, or toll-free 877-905-2700, ext. 133.

Proposed Position Statements

In September this year, during AMTA National Convention, the House of Delegates will consider three proposed AMTA position statements. You can read and comment on the proposals at **www.amtamassage.org/member/comment_position_statement2008.html.**

All comments will be available to members in the Members Section of the AMTA website and will be provided to delegates for their consideration. To learn more about AMTA position statements, visit **www.amtamassage.org/member/positionintro.html.**

Bylaw Changes

You can voice your thoughts on all proposed AMTA bylaw changes. Your AMTA Board of Directors weighs your comments before any decisions are made. At its September 2008 meeting, the board will consider proposed bylaw changes relating to chapter nominations and elections. To read these proposed changes and offer your comments, visit **www.amtamassage.org/member/0608bylawnote.html.**

June Board Retreat and Meeting

Each year, AMTA's Board of Directors holds a retreat to review the professional environment for massage therapy and discuss the association's goals for the following year. This year, the national board invited chapter volunteers to participate in the final session of the retreat, held before its June meeting.

Thirty-one chapter volunteers from 23 states joined national leadership and staff to discuss the best ways to build a rewarding member experience at the chapter level. Chapters also offered their views on AMTA's role in professional competency and the massage therapy body of knowledge.

Plans for fiscal year (FY) 09/10, which will include a broader emphasis on understanding the new and evolving needs of members, will be presented to the board on its September 2008 meeting.

IN ITS JUNE MEETING, THE BOARD:

- ACCEPTED THE RECOMMENDATION of the Governance Committee to stagger the elections of chapter presidents and treasurers. This change, which will begin in the 2009 term, will provide better continuity to chapters by not having two key officers elected in the same year.

- RECEIVED A REPORT on chapter compliance with financial reporting requirements, and on steps that the Chapter Relations Committee and National Office staff have taken to help new chapter presidents make a smooth transition into their leadership roles. The new "Chapter Presidents' Packet" provides deadlines, contacts and other helpful hints, and presidents will receive additional job-specific guidance during chapter leadership training at the AMTA National Convention.

- REVIEWED THE RELATIONSHIP agreement between the Massage Therapy Foundation and AMTA, to continue AMTA's support of the foundation's mission. They also approved changes to foundation bylaws to more accurately reflect the business of the foundation.

- RECEIVED AN INDEPENDENT AUDITING report for FY07/08, and were made aware of the changing IRS 990 tax form requirements. AMTA management will begin review of the new requirements now, to give the association ample time for compliance.

- GRANTED THE AMTA COUNCIL OF SCHOOL'S (COS) Board of Directors' request for additional time to reassess their project to develop a committee and process for responding to calls for comment and other requests. Because there is no agreed-upon body of knowledge for the profession and there are multiple accreditation standards, the COS board felt a process to respond to these requests could assist AMTA until the profession advances in these areas.

- APPROVED FUNDING TO SEND both COS President Barry Antoniow and First Vice President Demara Stamler to the body of knowledge meeting to take place in Milwaukee, Wisconsin, in July 2008. The COS was invited to attend the meeting as one of many key industry stakeholders.

Your AMTA board continues its commitment to the establishment of a body of knowledge for the massage therapy profession. You can read more about this important meeting in "BOK Meeting Convenes," in this issue, page 8.

RESEARCH NEWS

CALL FOR MANUSCRIPTS

Prospective authors are invited to submit manuscripts for consideration to the *International Journal of Therapeutic Massage & Bodywork: Research, Education, and Practice*. Details on the nature of the journal, scope of content, author guidelines, submission procedures and contact sources can be found on the journal's website at **http://journals.sfu.ca/ijtmb.**

IN-CAM OUTCOMES DATABASE NOW AVAILABLE

The IN-CAM Outcomes Database was recently launched at the Third International Congress on Complementary Medicine Research in Sydney, Australia. The database is a collection of outcome measures of particular relevance to complementary and alternative medicine (CAM) research. Its goals are to make practical information available on a wide range of outcome measures and to organize and categorize them within a unique framework that integrates measurable domains of health into a unified scheme. Find it at **www.outcomesdatabase.org.**

FASCIA IN *SCIENCE* MAGAZINE

David Grimm of *Science* magazine recently wrote an excellent article about the October 2007 International Fascia Research Congress. Read the article, "Cell Biology Meets Rolfing," at **www.massagetherapyfoundation.org/independentresearcharticles.html.**

For more research-related news and conferences, visit **www.massagetherapyfoundation.org/found_researchnews.html**

FOUNDATION NEWS

NCBTMB DONATES $50,000 TO THE FOUNDATION

The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) recently donated $50,000 to the foundation to support scientific research, education and community service.

"This gift from NCBTMB is the second largest donation the foundation has ever received," states Diana L. Thompson, LMP, president of the foundation. "Having heard that we were short of our 2007 fundraising goal, NCB increased their pledge, exceeding our goal and pushing our campaign to an all-time high. This additional money will allow us to grant more funds for research and community service projects in 2008. We really appreciate this wonderful expression of support."

For more information on NCBTMB, **please visit www.ncbtmb.com.**

2008 PRACTITIONER CASE REPORT CONTEST

Following the success of last year's first case report contest for practitioners, the foundation is pleased to announce the opening of the 2008 contest. Download this year's guidelines and read the 2007 winning abstracts at **www.massagetherapyfoundation.org/PractitionerContest.html.** Submission deadline is **October 8, 2008**.

2008 POST-CONVENTION WORKSHOP

Sunday, September 21,
12:30 p.m. to 5:30 p.m.
Monday, September 22,
8:30 a.m. to 4:30 p.m.

This year's post-convention workshop will take place at the Hyatt Regency Phoenix following the AMTA National Convention. All proceeds benefit the foundation, so you can learn an important skill and make a substantial donation at the same time.

UPLEDGER INSTITUTE LYMPH DRAINAGE THERAPY WORKSHOP

12 contact hours

Presented by Mya Gayle Breman, LMT, LCSW, CST-D, of The Upledger Institute, Inc.® Lymph Drainage Therapy (LDT) is a hands-on method of lymph drainage developed by Bruno Chikly, MD, DO (honorary). Using the LDT approach, trained therapists are able to detect the rhythm, direction, depth and quality of lymph flow over the entire body. Come learn the gentle wavelike techniques that bring about the proper functioning of the lymphatic system, and learn how and why LDT plays a crucial role in recovering from disease and improving health.

To register, please visit **www.amtamassage.org/forms/RegForm_NatConv08.html.**

SHAPE THE FUTURE

The Massage Therapy Foundation is a 501(c)3 public charity with a mission to advance the knowledge and practice of massage by supporting scientific research, education and community service. Your donation will help to promote collaborative research, deepen the understanding of massage therapy and bring massage to people in need. To make a donation online, please visit **www.massagetherapyfoundation.org.**

BOK Meeting Convenes

If you have knowledge, let others light their candles in it.
—MARGARET FULLER

On July 13–14, 2008, representative groups for massage therapy schools, credentialing organizations, massage, bodywork and movement organizations and research entities that are widely recognized for their involvement in the progress of the profession will meet in Milwaukee, Wisconsin. The purpose of this meeting is to open discussion and gain agreement on the need for a common definition of the body of knowledge (BOK) for the profession. This meeting may also determine which organizations are interested in moving forward in defining the profession's BOK.

Massage therapy stakeholders have been asking the profession's leading organizations to work together to develop consensus on the definition and articulation of the BOK. Over the last year, representatives from the areas of accreditation, certification, licensure and research have come together to discuss the importance of developing a BOK in collaboration with other stakeholders in the profession.

As a result, the American Massage Therapy Association, the Federation of State Massage Therapy Boards and the National Certification Board for Therapeutic Massage & Bodywork agreed to move forward to organize the initiative and expand the effort to involve many more stakeholders. This exploratory group extended the invitation to the July 2008 meeting as a first step.

It's an exciting time for the field to come together to work for the common good of the profession. The long-term goal of these efforts is to advance the profession through collaborative action on a common definition of the BOK. The articulation of the BOK may also create an agreed-upon "well" of information that will help develop a deeper, shared understanding of the profession. This understanding may in turn help create a consistent quality of care.

>>www.amtamassage.org/member/061208BOKannouncement.html

CALENDAR **2008**

July 10–13
Chapter Volunteer Orientation Program
Evanston, Illinois
Contact: 877-905-2700, ext. 115
mlove@amtamassage.org

September 15–16
AMTA Board of Directors Meeting
Phoenix, Arizona
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

September 17–20
AMTA National Convention
Phoenix, Arizona
Contact: 877-905-2700, ext. 143
melston@amtamassage.org

October 19–25
National Massage Therapy Awareness Week®
Contact: 877-905-2700, ext. 133
kkarapetian@amtamassage.org

UPCOMING DEADLINES
August 14, 2008—Nov/Dec 2008
October 14, 2008 —Jan/Feb 2009

Hands On welcomes contributions from AMTA members. All submissions must include contact information, and may be edited for space and clarity. *Hands On* does not accept advertisements. Address all correspondence to:
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ho08ja 53M0708 Printed on recycled paper